

SHORES, LLC

4201 Via Marina
Marina del Rey, California 90292
Telephone: 310-823-5384
FAX: 310-301-1710

November 29, 2012

Design Control Board
c/o Department of Beaches and Harbors
13837 Fiji Way
Marina del Rey, CA 90292

To the Members of the Board:

As you may know, Shores is under construction on Parcels 100 and 101. Shores is expected to open for occupancy in March 2013, with preleasing to begin in earnest in January and February. As our opening approaches, we intend to implement a multi-faceted marketing effort to generate interest in Shores.

One critical element of the Shores marketing plan is to increase awareness and to enhance the visibility of the project signage on the site during the end of construction and the lease-up period. Because of the size of the signs proposed, we are pleased to submit to you a "Permanent Signage Application," including sign artwork with detailed call-outs for sizing, font, etc., and a diagram indicating the proposed sign locations.

The Design Control Board approved the true "permanent" signage for the project in May 2007. Our current request is for DCB approval for four additional signs to be utilized during the lease-up period, beginning in late January 2013 and remaining until the property has reached stabilization (defined as 95% occupancy).

We are proposing (4) "permanent" aluminum signs, to be installed using metal posts. The size and design specifications are as follows:

- Main sign panel is 8'w x 12'. The content of each sign will reflect key marketing expressions as well as essential contact information for the project.
- Sign rider will add an additional 15.4" in height and will be affixed by screws and are easily changeable. There are two sign rider versions – "Coming Spring 2013" and "Now Leasing".

Please see the attached map for details of the (4) requested locations:

- Marquesas Way, facing traffic heading East towards Via Marina
- Corner of Via Marina and Marquesas Way, facing traffic heading North on Via Marina and West on Marquesas
- Via Marina, facing traffic heading North on Via Marina, with potential cross traffic visibility for those heading South on Via Marina
- Via Marina and Panay, facing traffic heading South on Via Marina, with potential exposure to traffic at the stop light and traffic heading West on Panay

Color selections, typeface, signage detail, including copy and size of copy, are also attached.

Thank you for your consideration.

Sincerely,

David O. Levine
Vice President, Del Rey Shores LLC

TEMPORARY SIGNAGE / BANNER / TENT PERMIT REQUEST

Submit this form to:

Planning Division, Department of Beaches and Harbors
13483 Fiji Way Trailer #3, Marina del Rey, CA 90292
Telephone: 310-305-9533 FAX: 310-821-7856

Applicant Name: Shores Phone: 310-823-5384
FAX: 310-301-1710

Applicant Address: 4201 Via Marina, Marina del Rey, CA 90292

Lessee Name: David Levine Phone: 310-823-5384

Signature of Main Lessee: _____ Parcel: _____

Address of Site: 4201 Via Marina, Marina del Rey, CA 90292

Provide a map showing the location of the requested item within the parcel.

Start Date: _____ *Removal Date: _____

For: ☒ Sign ☐ Banner (3x6 feet max) ☐ Tent** ☐ Other: _____

It is advised that you contact the Planning Division before you have the banner/sign made.

Requested Item(s) Description (Size, quantity, color, materials, text, mounting, etc.):

For tent requests, please also submit site plan with tent drawing and dimensions. For all sign requests, all plans must identify the location, size, type of sign, materials, lettering fonts, lettering sizes, lettering colors, artwork, method of attachment, and any other embellishments. Attach additional sheet(s) if necessary.

Please see accompanying PDF (PermSignageMAP.pdf) for requested locations for approval.

Please see accompanying PDF (shores_permsignage.pdf) for size, type of

sign (permanent), materials (aluminum panels), font (Gibson), lettering

size and color (various), artwork and method of installation (metal posts).

☐ \$50.00 Fee Paid Received by: _____ Date: _____

Note: Please make payment at the Financial Services Section located at 13575 Mindanao Way after Planning has approved the application.

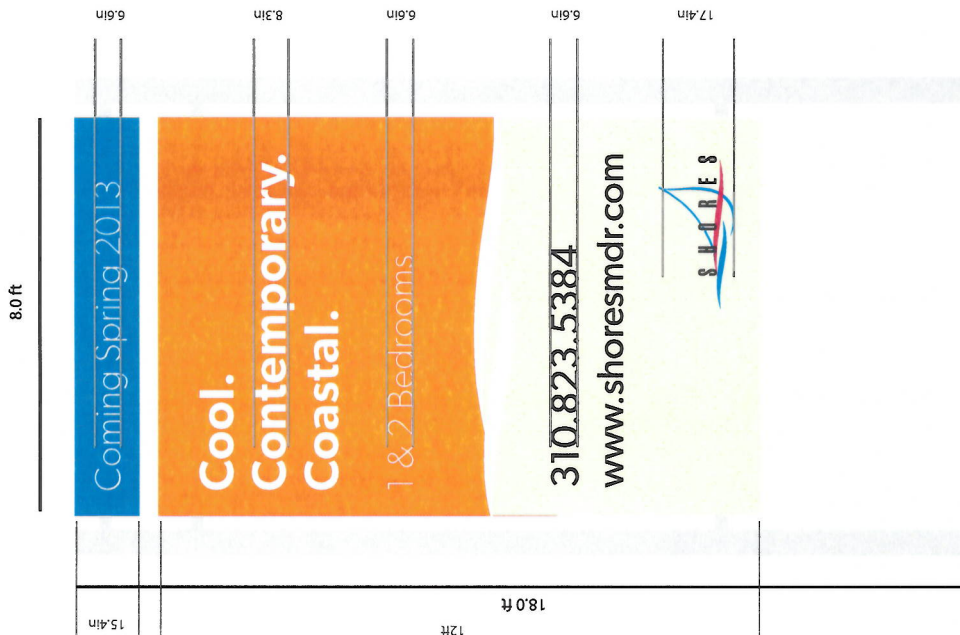
Applicant's Signature: David O. Levine Date: 11/28/2012

*Please note that any request in excess of 30 days requires a full Design Control Board (DCB) submittal. Please request a copy of the DCB Guidelines and Checklist in this event.

**Tent permit also requires approval from the Fire Department and the Los Angeles County Department of Public Works, Building and Safety Division after such request is approved by this Department.

Shores permanent signage

Sign Type: Permanent
Material: Aluminum panels with metal posts
Method of attachment: Metal posts into ground



Typeface:
Gibson



